



Fig. 1

Keyword	Overture			Google			Ebay			FindWhat		
	1 st	2 nd	3 rd	1 st	2 nd	3 rd	1 st	2 nd	3 rd	1 st	2 nd	3 rd
Baseball	\$.55	\$.52	\$.51	\$.57	\$.50	\$.48	\$.35	\$.35	\$.35	\$.40	\$.38	\$.37

Fig. 2

Relevance Score	Keyword	Overture			Google			Ebay			FindWhat		
		1 st	2 nd	3 rd	1 st	2 nd	3 rd	1 st	2 nd	3 rd	1 st	2 nd	3 rd
90	Baseball	\$.55	\$.52	\$.51	\$.57	\$.50	\$.48	\$.35	\$.35	\$.35	\$.40	\$.38	\$.37
82	Giants	\$.85	\$.84	\$.83	\$.65	\$.50	\$.49	\$.35	\$.35	\$.35	\$.90	\$.88	\$.82
50	World Series	\$ 1.10	\$ 1.05	\$ 1.04	\$.95	\$.94	\$.93	\$.35	\$.35	\$.35	\$.60	\$.58	\$.57
20	Barry Bonds	\$ 20	\$ 18	\$ 16	0	0	0	\$.35	\$.35	\$.35	\$.25	\$.22	\$.21

Fig. 3

Distribution Partner	Button A	Button B	Button C	Banner	Tower Ad	Pop-Up	Pop-Under
Partner A	Highest available PS	Highest available PS	Highest available PS	Highest available PS	RS>50 CPC>\$.50	RS>100 CPC>\$2.00	RS>85 CPC>\$1.25
Partner B	Highest available PS	Highest available PS	Highest available PS	PS>125	RS>50 CPC>\$.50	RS>65 CPC>\$6.00	RS>50 CPC>\$4.00
Partner C	Highest available PS	Highest available PS	Highest available PS	Highest available PS	Never	Never	Never

PS = Productivity Score
 CPC = Cost per Click
 RS = Relevance Score

Fig. 4